



# Clearwater City Council Agenda Cover Memorandum

Work session Item #: \_\_\_\_\_

Final Agenda Item # \_\_\_\_\_

Meeting Date: 12-14-11

**SUBJECT/RECOMMENDATION:**

**Approve Clearwater Greenprint, A Framework for a Competitive, Vibrant, Green Future and pass Resolution #11-5.**

**SUMMARY:**

*Clearwater Greenprint, A Framework for a Competitive, Vibrant, Green Future* is a community plan and vision that looks beyond municipal functions to identify a series of strategies that can be implemented by residents, businesses, the industrial sector, and the municipal government. These strategies have the potential to reduce energy consumption, pollution and greenhouse gas emissions while reducing energy and other costs for residents and businesses, supporting a variety of housing choices for renters and owners of all ages, and improving the health and quality of life for the city's residents. The project was funded through the Department of Energy Energy Efficiency and Conservation Block Grant program, and builds upon other steps the city has taken to reduce costs, become more energy efficient, and promote quality growth that will help ensure the long-term health and productivity of the local economy (see Appendix B Review of Sustainability Initiatives and Trends for City of Clearwater).

The process of developing these strategies involved input and guidance from many in the community through the following outreach activities (see Appendix D List of Public Outreach Activities):

- Greenprint Stakeholder Steering Committee: Eight meetings over the course of eight months that involved the development and prioritization of strategies, review of project materials, and feedback on greenhouse gas reduction targets;
- City Council: Project team presentations at two City Council work sessions for guidance on preliminary and recommended strategies and greenhouse gas reduction targets;
- Public Open House Events: Two open house events, in September 2010 and March 2011, to preview draft strategies, listen to the public, and later prioritize refined strategies; and
- Public Outreach Campaign: Attendance at neighborhood meetings, Speaker's Bureau presentations at 19 neighborhood, business, civic and service organizations and various community events (i.e., Downtown Farmer's Market, Blast Friday, and Sand Key's Spring Fest).

*Clearwater Greenprint* will serve as a roadmap for those choosing to participate in the various strategies as implemented. There is built-in flexibility for timing and emphasis, allowing for change over time as the city evaluates the success of specific strategies. Regular monitoring and reporting of results is an important component of implementing a 25-year plan, and will ensure that the city can adapt and respond to changes in available resources, technology, economic conditions and different community needs.

The *Clearwater Greenprint* recommended strategies are organized into eight topic areas: education and awareness, green energy and buildings, transportation, land use and urban form, water resources, waste management, food production, and green business and jobs, generally described below.

<p><b>Reviewed by:</b></p> <table style="width: 100%; border: none;"> <tr> <td style="width: 33%;">Legal</td> <td style="width: 33%;">Info Srvc</td> <td style="width: 33%; text-align: center;">N/A</td> </tr> <tr> <td>Budget</td> <td>Public Works</td> <td style="text-align: center;">N/A</td> </tr> <tr> <td>Purchasing</td> <td>DCM/ACM</td> <td style="text-align: center;">_____</td> </tr> <tr> <td>Risk Mgmt</td> <td>Other</td> <td style="text-align: center;">_____</td> </tr> </table>	Legal	Info Srvc	N/A	Budget	Public Works	N/A	Purchasing	DCM/ACM	_____	Risk Mgmt	Other	_____	<p><b>Originating Dept.:</b> PLANNING DEPARTMENT (Lauren Matzke)</p> <p><b>User Dept.:</b></p> <p><b>Attachments:</b></p> <p><input type="checkbox"/> RESOLUTION NO. 11-5</p> <p><input type="checkbox"/> Clearwater Greenprint</p> <p><input type="checkbox"/> Appendices</p>	<table style="width: 100%; border: none;"> <tr> <td colspan="2" style="text-align: center;"><b>Costs</b></td> </tr> <tr> <td style="width: 50%;">Total</td> <td style="width: 50%; text-align: center;">_____</td> </tr> <tr> <td>Current FY</td> <td style="text-align: center;"><b>Funding Source:</b></td> </tr> <tr> <td></td> <td style="text-align: center;">CI _____</td> </tr> <tr> <td></td> <td style="text-align: center;">OP _____</td> </tr> <tr> <td></td> <td style="text-align: center;">Other _____</td> </tr> <tr> <td colspan="2"><b>Appropriation Code:</b></td> </tr> </table>	<b>Costs</b>		Total	_____	Current FY	<b>Funding Source:</b>		CI _____		OP _____		Other _____	<b>Appropriation Code:</b>	
Legal	Info Srvc	N/A																										
Budget	Public Works	N/A																										
Purchasing	DCM/ACM	_____																										
Risk Mgmt	Other	_____																										
<b>Costs</b>																												
Total	_____																											
Current FY	<b>Funding Source:</b>																											
	CI _____																											
	OP _____																											
	Other _____																											
<b>Appropriation Code:</b>																												
<p><b>Submitted by:</b> City Manager</p>																												

1. Education and Awareness: Provide the community with information on choices available to increase efficiency and choices available to them through expanded outreach and reporting of benefits, costs, and lessons learned of various efforts.
2. Green Energy and Buildings: Reduce energy demands of existing private and city buildings through programs to support those desiring to invest in upgrades; continue to expand natural gas service in the city; encourage new development to meet nationally recognized standards such as LEED or Energy Star.
3. Transportation: Continue to support all modes of transportation to expand choices to the community, including cars (e.g., standard gas, natural gas, electric), PSTA buses, bicycles and pedestrians (i.e. complete streets policies).
4. Land Use and Urban Form: Create a community that has more housing choices for all generations of residents living in Clearwater, is closer to jobs, shops or schools, and connects neighborhoods, while protecting and adding natural areas and green space.
5. Water Resources: Continue programs that assist consumers across residential, commercial and industrial sectors to conserve water; encourage community members to integrate Florida Friendly landscaping into their projects.
6. Waste Management: Continue to expand solid waste services (e.g., commercial and residential recycling, yard waste collection) to divert more waste from the landfill and consider new programs (composting) if demonstrated to be feasible over time.
7. Food Production: Enable and encourage urban agricultural initiatives, such as community gardens or community supported agriculture programs, and strengthen local markets for locally produced foods.
8. Green Business and Jobs: Promote and support existing green businesses and those businesses that are becoming more green; partner with local and regional economic development organizations to attract new green businesses to the area.

The strategies focus on actions that can be implemented at the local level over the short term (0-5 years), medium term (6-10 years) and long term (11-25 years). Preliminary scoping to estimate the direct costs and staff hours required to fully implement the plan was completed (see Appendix A Strategies Documentation).

Strategies proposed for implementation in the short term can be accomplished by existing staff when integrated into existing work programs. Medium- and long-term strategies may require more staff resources or have non-personnel costs associated with implementation. It is recommended that the city hire a full-time Energy Manager in the medium-term to implement certain strategies, including creating a Resource Conservation Management Program to recommend energy-saving solutions and products to commercial and industrial businesses and investigating financing partnerships for expanding energy system options (e.g., renewable energy systems).

*Clearwater Greenprint* also includes greenhouse gas reduction targets of 10 percent below 2007 levels by the year 2020 and 25 percent below 2007 levels by 2035. These targets were established based on actions that could be controlled at the local level and on conservative estimates for community participation in reduction efforts. The targets represent achievable goals to reduce citywide emissions over the 25-year planning period. The 2007 baseline inventory, completed in 2010, measured emissions levels from various sources citywide, and is included as Appendix C Greenhouse Gas Inventory.

Attachments:

Resolution 11-5

Final Draft Clearwater Greenprint

Appendix A Strategies Documentation

Appendix B Review of Sustainability Initiatives and Trends for City of Clearwater

Appendix C Greenhouse Gas Inventory

Appendix D List of Public Outreach Activities

## **RESOLUTION NO. 11-5**

A RESOLUTION OF THE CITY OF CLEARWATER, FLORIDA APPROVING CLEARWATER GREENPRINT, A FRAMEWORK FOR A COMPETITIVE, VIBRANT, GREEN FUTURE, PROVIDING A FOUNDATION FOR REDUCED ENERGY CONSUMPTION, POLLUTION AND GREENHOUSE GAS EMISSIONS WHILE STIMULATING THE LOCAL ECONOMY AND IMPROVING QUALITY OF LIFE; ESTABLISHING GREENHOUSE GAS EMISSION REDUCTION TARGETS FOR 2020 AND 2035; IDENTIFYING STRATEGIES FOR LOCAL IMPLEMENTATION IN THE FOLLOWING AREAS: EDUCATION AND AWARENESS, GREEN ENERGY AND BUILDINGS, TRANSPORTATION, LAND USE AND URBAN FORM, WATER RESOURCES, WASTE MANAGEMENT, FOOD PRODUCTION, AND GREEN BUSINESS AND JOBS; AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City of Clearwater has a history of being environmentally friendly and energy efficient both in its internal practices and in community-wide initiatives with green programs, energy conservation policies, and upgrades in municipal buildings and facilities; and

WHEREAS, the City earned statewide certification as a Green City in December 2009 by the Florida Green Building Coalition, recognizing the City's outstanding environmental stewardship through practice and policy; and

WHEREAS, the City is dedicated to the mutually compatible goals of economic prosperity, environmental quality, and community quality of life; and

WHEREAS, the City recognizes that the municipal government should assume a leadership role in promoting sustainable environmental practices that are critical to the economic development future and long-term financial stability of Clearwater and the health of its citizens and that it has a responsibility to the Clearwater community and future generations to be an environmental steward and leader in promoting green practices to reduce energy use and costs to the City; and

WHEREAS, the City is one of over 1,000 cities that signed the U.S. Conference of Mayors Climate Protection Agreement to express the city's commitment to addressing environmental issues that impact our cities; and

WHEREAS, in 2007 the City partnered with University of South Florida graduate students to identify ways the government and community can become more sustainable completed in Enhancing Urban Sustainability in Clearwater, and in 2008 to complete a greenhouse gas inventory of its government operations; and

WHEREAS, the U.S. Department of Energy awarded an Energy Efficiency and Conservation Block Grant to the City to develop energy efficiency, conservation and mobility strategies and planning provisions to address greenhouse gas reductions, energy conservation, and energy efficient housing; and

WHEREAS, Clearwater Greenprint constitutes a sustainable community vision and framework for action including short and long-range strategies and actions to enhance mobility, increase energy efficiency and conservation, and reduce greenhouse gas emissions citywide; and

WHEREAS, local government actions to reduce greenhouse gas emissions and increase energy efficiency provide multiple local benefits including reduced energy cost, green space preservation and brownfield redevelopment, air and water quality improvements, reduced traffic congestion, economic development, energy conservation and job creation through new energy technologies; and

WHEREAS, the Clearwater community offers a unique combination of innovation and technical expertise that can be utilized to develop long-term sustainable solutions and facilitate all sectors and organizations in Clearwater in taking action to reduce emissions; and

WHEREAS, the City Council believes that local governments can cause change to the environment through their public service and should develop policies and promote programs and practices to reduce the generation of greenhouse gasses;

WHEREAS, the City Council established the Clearwater Greenprint Stakeholder Steering Committee comprised of 21 representatives to incorporate the diverse perspectives, experiences and cultures of the Clearwater community in the creation of a sustainable community vision and framework for action; and

WHEREAS, the Clearwater Greenprint Stakeholder Steering Committee held eight publicly noticed meetings between August 2010 and March 2011 to assist in the development and prioritization of the strategies included within Clearwater Greenprint; and

WHEREAS, the Clearwater Greenprint Stakeholder Steering Committee supports the strategies included within Clearwater Greenprint, as developed and reviewed with the Stakeholder Steering Committee; and

WHEREAS, the City held two community open house events for public input and completed an extensive public outreach campaign including attendance at many community events and a formalized Speaker's Bureau; and

WHEREAS, at its meeting of May 18, 2011, the City's Environmental Advisory Board unanimously supported the Clearwater Greenprint recommendations as they

would provide an effective framework for the City's future, provide better ways to use land and resources, and is the only way the City will be competitive and thrive; and

WHEREAS, a Technical Advisory Committee consisting of city staff representing all city departments reviewed and provided input on the strategies and support documentation; and

WHEREAS, Clearwater Greenprint, A Framework for a Competitive, Vibrant, Green Future will be a living document intended to guide future planning that allows for change over time as the city evaluates the success of specific strategies;

NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF CLEARWATER, FLORIDA:

Section 1. The City Council approves Clearwater Greenprint, A Framework for a Competitive, Vibrant, Green Future, attached hereto as Exhibit "A" and directs the City Manager to implement the goals and strategies and provide updates to the City Council regarding implementation and effectuation.

Section 2. The City Council hereby establishes the targets of reducing Clearwater's citywide greenhouse gas emissions 10 percent below 2007 levels by the year 2020 and 25 percent below 2007 levels by 2035.

Section 3. City government must lead by example in this area by minimizing greenhouse gas emissions in its own operations through establishment of policies and directions that will lead the community to a sustainable future, and, most importantly, by inspiring community involvement in the effort to reduce greenhouse gas emissions.

Section 4. The City Council hereby recognizes that new data, scientific findings, mitigation technologies, and quantification methodologies may emerge over time and that future City Councils may choose to update the city-wide greenhouse gas goal to take into account evolving science, technology or other opportunities.

Section 5. This resolution shall take effect immediately upon adoption.

PASSED AND ADOPTED this \_\_\_\_\_ day of \_\_\_\_\_, 2011.

\_\_\_\_\_  
Frank V. Hibbard  
Mayor

Approved as to form:

Attest:

---

Leslie K. Dougall-Sides  
Assistant City Attorney

---

Rosemarie Call  
City Clerk